



University of North Florida  
**UNF Digital Commons**

---

Transportation & Logistics Society Newsletter    Transportation and Logistics Flagship Program

---

2-2010

## TLS Newsletter Volume 3, Edition 2. February 2010

UNF Transportation and Logistics Society

Follow this and additional works at: [https://digitalcommons.unf.edu/tls\\_newsletter](https://digitalcommons.unf.edu/tls_newsletter)



Part of the [Infrastructure Commons](#), [Operations and Supply Chain Management Commons](#), and the [Transportation Commons](#)



# TLS Transportation & Logistics Society University of North Florida

## TLS NEWSLETTER: BEYOND THE CLASSROOM

### Executive Board Spring 10

President—Toby Robin

Vice President—Ben Richards

Treasurer—Kyle Groothuis

#### Directors:

Social—Cole Norton

Marketing—Lindsey Scarazzo

Asst. Marketing—Mandy Yoder

Recruitment—Joseph Finnigan

Asst. Recruitment—Claudia Gorham

#### Newsletter Editors:

Darline Bernheimer

Robert Garcia



*Join us for our  
next meeting of  
the semester!*

**February 17th**

**@ 9PM**

**42/1020**

Sponsored by **Mellow  
Mushroom**



## IN THE KNOW: CASE COMPETITION

By Lynn Brown

In February 2009 [UNF](#) hosted the [University of Arkansas](#) and the [University of Maryland](#) at the Inaugural Logistics and Supply Chain Management Undergraduate Case Competition. The members of the judging panel were professionals from the Jacksonville business community with diverse backgrounds in international business, port operations, 3PLs, manufacturing and distribution, and maritime shipping. [UNF](#) came away with top honors based on the strength of the solutions and presentation skills. There will be a rematch on February 12, 2010 with Arkansas and Maryland returning. Teams from the [University of North Texas](#) and [University of Tennessee](#) will also be at UNF to compete in what is quickly becoming a very prestigious national case competition. UNF will be represented at the 2<sup>nd</sup> annual UNF Case Competition by Tracie Brinkley, Claudia Gorham, Jeff Landowski and Justin Rothstein. Be sure to wish them luck when you see them in class.



In April 2009 UNF was invited to compete at the [Michigan State University](#) Supply Chain Challenge along with [Michigan, Ohio](#), and [Penn State](#), the Universities of [Maryland](#), [West Florida](#) and [Kentucky](#); and [Syracuse](#), [Northeastern](#), [Central Michigan](#), [Western Michigan](#), [Grand Valley State](#), [Arkansas State](#) and [Missouri State Universities](#). Rather than a traditional "case", the competition involved a new supply chain simulation – the Supply Chain Operations Decision Environment (SCODE) – developed at the Broad School in cooperation with several major corporations including [Chrysler](#), [Dow Chemical](#), [Flextronics](#), [IBM](#) and [Motorola](#). [UNF](#) placed in the top ten and beat out several highly ranked schools including [Michigan State](#) and The [Ohio State University](#).

On January 27, 2010 the [UNF T&L Flagship Program](#) is taking a team of students to Denver, Colorado to compete in the [29<sup>th</sup> Annual Operation Stimulus](#). Operation Stimulus is a national case competition and supply chain forum. This is the first year [UNF](#) was invited to compete against 14 other schools including top-ranked [Ohio State](#), [Michigan State](#), [Syracuse](#), [Colorado State](#) and the Universities of [Arkansas](#), [Denver](#), [Houston](#) and [Miami](#). It is a real honor to be on the same stage as these well-recognized programs. Operation Stimulus is a very prestigious competition and the fact that [UNF](#) was invited speaks volumes about the future success and status of the Flagship program. Tracie Brinkley, Claudia Gorham, Toby Robin and Austin Yee will represent [UNF](#). Along with a trade show, the students will participate in several breakout sessions and have an opportunity to interview with recruiters from national and international supply chain and logistics business organizations.

National case competitions offer great visibility for the [UNF Transportation & Logistics Flagship Program](#). Our students can compete with confidence against any other nationally ranked program because UNF's curriculum is rigorous and challenging. The logistics faculty at [UNF](#) are internationally recognized and engaged in leading edge research, which has a direct affect on the relevance of the course work presented in the classroom. When UNF students succeed on a national stage it will shed more light on the quality of the UNF T&L Program and improve the stature and reputation among academic programs and business professionals throughout the nation.

On behalf of the [Coggin College of Business](#) Transportation & Logistics Flagship Program and the University of North Florida, I would like to thank the students serving on our case competition teams for their hard work and effort and wish them the very best in Denver and at [UNF](#).

Cookie Wednesday is Back!

All proceeds go to [Relay for Life](#)

1 for 50¢, 3 for \$1.00

**NEW** Cookie card for \$10.00, just stamp and go! **NEW**

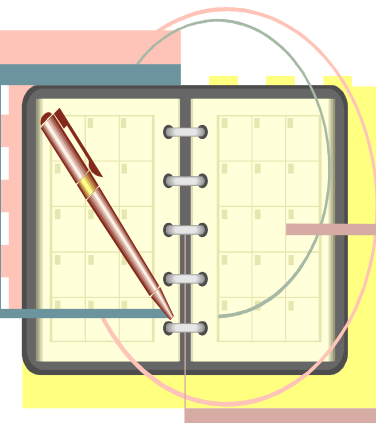


Become a member of TLS today!

For more information contact:

Lynn Brown: [lynn.brown@unf.edu](mailto:lynn.brown@unf.edu)

Toby Robin: [robm0034@unf.edu](mailto:robm0034@unf.edu)



Interested in helping out with the newsletter?!

Contact Robert Garcia and Darline Bernheimer

[tlsnewsletter@yahoo.com](mailto:tlsnewsletter@yahoo.com)

TLS Voted UNF's Club of the year for 2003, 2008, 2009



## IN THE KNOW: DRESS FOR SUCCESS

### Women

- Business suits consisting of matching jacket and bottom in conservative dark colors (DARK navy, black or charcoal preferred). The bottom piece can be a dress, skirt, or dress pants with a dress blouse.

- Skirts at knee length. Closed toe shoes. Heels up to 1 to 2 inches.

- One or two pieces of appropriate jewelry and only one earring per ear.

- Tan, light, taupe, navy, or black hosiery required at all times.

- Tailored purse with shoulder strap (to keep your hands free for greeting).

- Conservative business make-up and nail polish.

- Neat, professional hairstyle, manicured, light make-up, little or no perfume.



### Men

- Business suit with a well-pressed long sleeved dress shirt, tie, belt and dress shoes.

- Navy to dark gray business suit. Navy is the dominant power color.

- Maximum of one patterned item of clothing. Recommendation is solid color suit and shirt, preferably white and patterned tie.

- Trousers long enough to cover your socks and to have a slight break over your shoes.

- Ties that reach your belt line, preferably silk or high quality blend. The best choices are solid, stripes, or small pattern ties limited to three colors. Tie clips & tacks are out of date.

- Dark socks that match your suit

- Black, cordovan, or brown classic lace-ups, shined, and in good repair.

- Leather belts with small belt buckles.

- Facial hair, if worn, should be trimmed and well groomed.

- Neat hairstyle, trimmed nails, and little or no cologne or aftershave.

## IMPORTANT SPRING DATES

Feb.11–12

Case Competition

Feb. 17

Tour of [TraPac Terminal](#) 9am-12pm

Feb. 17

Meeting 9pm

RM 42/1020

Feb. 26

[Career Day](#) 7:30am-3pm

## PROFESSIONAL SPOTLIGHT: LYNN BROWN

After a family crisis caused a 25 year interruption to her college career, Lynn Brown graduated from [UNF](#) in 2003 with degrees in logistics and finance. In March 2004 she started working at [UNF](#) as the Associate Director of Annual Giving. "I jumped at the chance because of my passion for the university and the students." Lynn worked in Institutional Advancement for 3 1/2 years before assuming her current role as Associate Director of the T&L Flagship. "Working with students as a mentor and a friend is very rewarding. It's my dream job." As a student, Lynn was a charter member, vice president and president of TLS.



## GET TO KNOW: COLE NORTON



I am a 24 year old student from Destin, FL. My favorite things to do are attending music festivals and concerts, playing sports, watching Gator football, and going out with friends. I shifted my major to Transportation & Logistics in the Spring of 2009 and could not be happier with my decision. I was attracted to Logistics the most because of the wide-range of job types within the industry. I personally like the idea of a field which could have me in an office in the morning and on the deck of a massive container ship that afternoon. Not to mention demand for young professionals with T&L degrees is high, especially here in Jacksonville! If I was to offer any advice to those students interested in Majoring in Transportation & Logistics, it would be to check out [TLS](#) as early as possible. Between prominent guest speakers, a variety of networking opportunities, state of the art facility tours, and volunteer work, it's safe to say the experience has proved extremely valuable.